REFERENCES

- Engel, J. F, Blackwell, Roger D. and Miniard P. w. (1986). Consumer Behavior, CBS college publishing, New York
- Featherstone M (1991), Consumer culture and postmodernism, Sage, London.
- William M. W. Journal of Advertising Research (2003), Cambridge UniversityPress.
- Loudon L D and Bitta D J A (1994), Consumer Behavior, 4th Edition, McGraw Hill, Inc., New York.
- Bagwell K. (2001),"The economic analysis of advertising, Introduction", American Economic Review Volume 2, 81
- Comanor,William. S.andThomas. A. Wilson (1967), "Advertising, Market Structure and Performance," The Review of Economics and Statistics
- Comanor, William S. and Thomas A. Wilson (1974), "Advertising and Market Power", Cambridge, MA: Harvard University Press.
- Krishnan V.T. and Jain D.C. (2006), "Optimal Dynamic Advertising Policy for New Products", Management Science
- Kotler, Philip,(2009), " Framework of Marketing Management" Pearson Education India, 01-Sep-2007, New Delhi.
- Blackwell Rogers D, Engel James F, Miniard Paul W. (2006), "Consumer Behavior" 10th edit. Thomson/South- Western.
- Sundarsan, P.K. (2007), "Evaluating Effectiveness of Advertising on Sales; A Study Using Firm Level Data", ICFAI Journal of Managerial Economics, Vol. V (1)
- Taylor, Lester D. and Daniel, Weiserbs (1972), "Advertising and Aggregate Consumption Function", American Economic Review, Vol. LX11 (4)
- Anand, Sandeep and Krishna, Rajnish (2008), "Rural brand preference determinants in India", Conference on Marketing to Rural Consumers –Understanding and tapping the rural marketpotential, IIMK
- Bhatt, Rajeshwari G. &Jaiswal, M. C. (1986), "A study of an advertising impact and consumer reaction", Indian Journal of Marketing, Vol.18
- Kumar, S.A. and Madhavi, C. (2006), "Rural marketing for FMCG", Indian Journal of Marketing, Vol.36 No. 4
- Krishnamoorthy, R (2008), "Introduction to Rural Marketing", Himalaya Publishing House, Mumbai

- Kotler, P., Keller, K. L., Koshy, A. and Jha, Mithileshwar (2009), "Marketing Management A South Asian Perspective".13 ed., Pearson Education, New Delhi.
- Malhotra, Naresh K. (2007), "Marketing Research an Applied Orientation", Prentice Hall of India Pvt. Ltd., New Delhi.
- Pandey, D.P. (2005), "Education in rural marketing". University News, vol. 43.
- Sarangapani, A. and Mamatha, T. (2008), "Rural consumer: post purchase behavior and consumer behavior", The ICFAI Journal of Management Research, Vol.7.
- Vaswaniet al. (2005), "Rural Marketing in Development Paradigm", International Conference on Marketing Paradigms for Emerging Economies, IIM-A.
- Surana, R. (2008), "The Effectiveness of Celebrity Endorsement in India", A dissertation presented in part consideration for the degree of MA in Marketing.
- KotwalNidhi, Gupta Neelima and Devi Arjee (2008) "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls", Journal of Social Sciences, Vol. 16, No. 1
- Elliot, M.T., & Speck, P.S. (1998). Consumer perceptions of advertising clutter and its impact across various media. Journal of Advertising Research, 38 (1)
- Goldsmith, R. E. & Lafferty, B. A. (2002). Consumer response to websites & their influence on advertising effectiveness. Internet research. Journal of Electronic Networking Application and Policy, 12(4)
- Mendelson, A. L. & Bolls, P. D. (2002). Emotional effects of advertising on young adults of lower socio-economicstatus.
- Smith, R. E. &Swinyard W. R. (1983). Attitude- Behavior Consistency: The Impact of Product Trial versus Advertising. Journal of Marketing Research, 1.
- Widing R., Sheth J.N., Pulendran S., Mittal B., and Newman B., (2003) Customer Behaviour; consumer behaviour and beyond, AU: Thomson Learning Australia